Saskatchewan

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Beef Development Fund

FINAL REPORT

"REACHING THE ROOTS" APPRISING CATTLE PRODUCERS OF QUALITY IMPROVEMENT TARGETS AND MANAGEMENT METHODS

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Funded by
The Beef Development Fund

September 2000

Prepared by: Saskatchewan Cattle Feeders' Association

SAF
Saskatchewan Agriculture & Food

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"Reaching the Roots"
Apprising Cattle Producers of Quality Improvement Targets and Management Methods

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Finale Report to Beef Development Fund
Submitted by: Kathy Martin , September 7, 2000
on behalf of the
Saskatchewan *Quality Starts Here* ✔ Working Group

Summary

"Reaching the Roots" objective was to increase the awareness of factors influencing the quality and safety of beef from "pasture to plate". To achieve this objective a display was developed to make producers aware of the *Quality Starts Here* ✔ and national beef identification programs. Good Production Practices manuals were available for producers to pick up as well as brochures on both programs. The display was taken to over 35 locations that targeted cattle producers reaching approximately 6400 producers. The display is in the process of being updated to give it a new more professional look.

A poster was developed with the theme "It's our food...and our future" including a tear-off portion for producers to phone for a good production practices manuals. Approximately 1500 posters were mailed to vet clinics, auction marts, agri-supply stores, R.M. and extension offices, federal and provincial community pastures. Additional tear-offs will be mailed this fall with the remainder of the posters to new areas in the next year.

Two very successful "train the trainer" seminars were held to develop a network of qualified spokespersons for *Quality Starts Here* ✔ and National ID. Thirty producers and veterinarians are available as speakers for these programs. In 1999 and 2000, there were approximately 135 producers meetings (approximately 7800 producers) around the province where presentations where given on quality assurance or national beef identification. Our trained producers and veterinarians gave the majority of these presentations.

Technical Report

A display unit was developed with the theme "We produce the world's best - let's keep it that way!" The display helps bring home the messages that consumers expect food safety, that good production practices can increase the quality of our product and that safety and quality are shared responsibility from pasture to plate. The display includes a section on the Canadian cattle Identification Program including the rationale behind the program and the mechanics of the program.

The display was completed in November 1998 and exhibited at:

- Mexabition in Saskatoon, November, 1998
- Canadian Western Agribition, Stockman's Lounge, November, 1998.
- SAF Cattle Feeding Information Seminar, November, 1998
- University of Saskatchewan Beef Symposium, November 1998
- Heartland Livestock Customer Appreciation Day, December, 1998
- Crop Production Show, January, 1999
- Saskatchewan Livestock Association Annual Meeting, January, 1999
- SAF Regional Beef Seminars in Yorkton, Glaslyn, Saskatoon, Kanosee, Maple Creek, and Prince Albert, February, 1999

- Cattle Congress and the Sask Cattle Feeders Annual Meeting, February, 1999
- Grazing and Pastures Technology High Profit Cow/Calf Seminar, February, 1999
- Forage seminar in Yorkton Feb 1999
- Prince Albert Farm Fair, March 1999
- Sask Pastures Program annual meeting March 1999
- Sask Stock Growers Assoc convention, Maple Creek, June 1999
- Northeast Feeder/Breeder regional meeting, Meadow Lake, June 1999
- Beef Symposium, Saskatoon, November 1999
- Saskatoon Mexabition, November 1999
- SWP Annual Meetings - Glenavon, Strasbourg, Semens
- Commercial Cattle Show, CWA, November 1999
- IT Conference, Saskatoon, December 1999
- Weyburn Regional Livestock Update, December 1999
- Cattlemen's Corral, Lloydminster, January 2000
- WBDC Cow/Calf School. January 2000
- SSGA annual zone meetings - Kyle, Maple Creek, Feb, 2000
- Sask Meat Processors Assoc annual meeting, Feb 2000
- Prince Albert Trade Show, March 2000
- SSGA annual convention, June, 2000
- WBDC Annual field Day, June 2000
- Frontier Days, Swift Current, July 2000

The display reached over 6400 producers (1998-1500, 1999-1800, 2000-3100). The Saskatchewan Beef *Quality Starts Here* ✔ working group will meet in September to determine the locations where the display will be taken this fall and winter. It has already been booked for the commercial cattle show and sale at Canadian Western Agribition, Mexabition and Yorkton Harvest Showdown. Plans include taking the display to some "non-cattle" agriculture events to try and target the grain producer with a small herd of cattle who may not attend larger cattle events as well as dairy events as 25% of Canadian beef comes from dairy animals.(ie SARM convention, dairy producers convention). The display has been very successful in raising the awareness of the *Quality Starts Here* ✔ and the National ID program. Feedback from producers, the Canadian Cattlemen's Association and the Canadian Cattle Identification Agency reinforce this.

In August, 2000 the display was updated to give it a more professional look, to keep the message fresh and to update the information on the Canadian Cattle Identification Program. A mock-up of the updated display is attached. Residual funds will be used to cover the costs of the new panels.

A poster was developed with the theme "It's our food and our future". Some were laminated for chute-side use. It was distributed to auction marts, vet clinics, rural service centres, Sask. community pastures, PFRA pastures, farm service centres, Sask feedmills, provincial slaughter plants, larger Saskatchewan feedlots, exhibition associations. The poster included a tear-off portion that producers could phone to receive a copy of the Good Production Practices. About 150-200 calls ordering the binders were received in the first month. New tear-off portions will be distributed this fall to those destinations that received posters. Additional target areas will be determined this fall for the remaining posters(i.e. community co-op pastures).

A very successful train-the-trainer was held October 4, 1999 with 50 persons in attendance. Veterinarians and leading producers were targeted to be "trained" as spokespersons/trainers for the beef *Quality Starts Here* ✔ and the associated national identification programs. A further training and update session was held May 31, 2000. Additional industry personnel were invited

from the university (WCVM, Animal Science), Western Beef Development Centre, Sask Wheat Pool Livestock Committee chair, Western Canadian Beef Packers, Sask Order Buyers and Auction Mart Assoc chair, and other industry service sector representatives. CTV news covered the October 4th event in noon TV news and FarmGate. We now have a network of 30 producers and veterinarians as spokespersons for the programs. This has been an excellent resource . We were able to give presentations or the have the display at over 150 producers meetings.

Since the September, 1999 report, there have been some changes to the Saskatchewan *Quality Starts Here* ✓ working group. Brian Weedon, SSGA, and Marsha Cannon, SCFA are new co-chairs and will provide continued grasssroots leadership. Attached is a contact sheet of the expanded working group. Funding has been approved from CARDS and industry (BDF, HCTF, CMDF) for further projects including pocket record books, a good production tips calendar, value added information chain, feedlot accreditation prototype, meat quality workshops and further communication tools.

The "Reaching the Roots" project has been instrumental in helping to deliver the messages from the *Quality Starts Here* ✓ program and the Canadian Cattle Identification Program. **The working group would like to thank the Beef Development Fund for their support in these initiatives**. We look forward to working with BDF on our future projects.

Personnel

Sharron Johannesen/Nicki Smith, Executive Director, Saskatchewan Cattle Feeders Association, estimated 40 hours in-kind
Pam Mitchell/Tracey Edge, Executive Director, Saskatchewan Stock Growers Association, estimated 20 hours in-kind
Kathy Martin, Livestock Development Specialist, Saskatchewan Agriculture and Food, estimated 130 hours in-kind
Terry Grajczyk, On-Farm Quality Assurance Specialist, Saskatchewan Agriculture and Food, estimated 60 hours in-kind
Barry Lane/Markian Lozowchuk, Communications department, Sask Ag and Food, estimated 70 hours in-kind and $400 materials.
Roger Meyers, Elanco Provel, estimated 12 hours in-kind
Lee Sinclair, Hoechst Roussel Vet, estimated 16 hours in-kind

Project Developed Materials

Poster was submitted with an interim report. A mock-up of the updated display is attached.

Acknowledgement

The display unit includes a two small side panels acknowledging BDF funding. Funding support from BDF was also included on the workshop agenda with a written "thank you to the following sponsors" posted above the material tables. BDF support was also verbally acknowledged by a host during the day.

Canadian Cattlemen

Quality Starts Here √

Saskatchewan Working Group Contacts

Roger Meyers
Elanco/Provel — Ph. (306) 969-2240
Box 153 — Cell. (306) 221-1558
Minton, SK S0C 1T0 — Fax (306) 969-2296

Hugh Cook
PFRA – Pasture Planning Section
1800 Hamilton St. — Ph. (306) 780-5158
Regina, SK S4P 4L2 — Fax (306) 780-7166
Email cookh@em.agr.ca

Tracey Edge & Brian Weedon (Co-chair)
Saskatchewan Stock Growers Association
Box 4752 — Ph. (306) 757-8523
Regina, SK S4P 3Y4 — Fax (306) 569-8799
Email ssga@sk.sympatico.ca

Kathy Martin
Provincial Beef & Sheep Specialist – SAF
125 - 3085 Albert St. — Ph. (306) 787-4692
Regina, SK S4S 0B1 — Fax (306) 787-0428
Email kmartin@agr.gov.sk.ca

Terry Grajczyk
On-farm Quality Assurance Specialist – SAF
201 - 3085 Albert St. — Ph. (306) 787-5107
Regina, SK S4S 0B1 — Fax (306) 787-1315
Email tgrajczyk@agr.gov.sk.ca

Bob Klemmer
Livestock Agrologist – SAF
Box 2003, 110 Souris Ave. — Ph. (306) 848-2380
Weyburn, SK S4H 2Z 9 — Fax (306) 848-2454
Email bklemmer@agr.gov.sk.ca

Jamie Christie
Heartland Livestock Services
Box 37 — Ph. (306) 757-5350
Regina, SK S4P 2Z5 — Fax (306) 789-5771
Email jvc.lms@sk.sympatico.ca

Nikki Smith & Marsha Cannon (Co-chair)
Saskatchewan Cattle Feeders Association
Site 12 GB 259 RR4 — Ph. (306) 382-2333
Saskatoon, SK S7K 3J7 — Fax (306) 382-2735
Email scfa@webster.sk.ca

Peter Rempel
Saskatchewan Pastures Program – SAF
201 - 3085 Albert St. — Ph. (306) 787-5191
Regina, SK S4S 0B1 — Fax (306) 787-5180
Email prempel@agr.gov.sk.ca

Lee Sinclair
Merial Canada
16 Andros Bay — Ph./fax (306) 545-0019
Regina, SK S4R 5K6 — Cell. (306) 537-0417
Email lee.sinclair@merial.com

Gordon Stephenson & Sonya Lemm
Western Beef Development Centre
72 Campus Drive — Ph. (306) 966-7390
University of SK. — Fax (306) 966-2164
Saskatoon, SK S7N 5B5

Stakeholder Groups contacted: PFRA and provincial pasture managers, veterinarians, pharmaceutical reps, Sask Stock Growers Assoc, Sask Cattle Feeders Assoc, Beef Information Centre, Sask Meat Processors Assoc, FACS, SPCA, ag extension personnel, Sask Wheat Pool livestock committee, provincial brand inspectors, Sask Assoc of Vet Technicians, Sask Auction Mart & Order Buyers Assoc, provincial feeder/breeder associations, Western Beef Development Centre, Canadian Feed Industry (Sask division), Sask Vet Medical Assoc, 4-H beef club leaders, University of Sask (WCVM, Dept. of Animal Science, Extension Division), individual large animal veterinarians.

The Saskatchewan *Quality Starts Here* ✓working group promotes the cattle industry's on-farm quality assurance program via awareness materials and presentations. The purpose is to promote good production practises so they are adapted by cow/calf, feedlot and veterinarian sectors of the agriculture industry. In addition to presentations and a display geared for improved food quality and safety, several news stories are developed for multi-media use. The Saskatchewan group promotes the programs as developed by the Canadian Cattlemen's Association (CCA) and Canadian Cattle Identification Agency (CCIA).

WE PRODUCE THE WORLD'S BEST- LET'S KEEP IT [illegible] WAY!

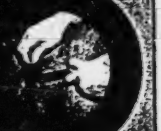
Canadian Cattlemen
Quality Starts Here

What's all the fuss about?

Injection site lesions ***do not go away*** with growth of the animal - it results in tough meat! People want to eat beef with confidence, and so do we.

Here's what we can do!

Inject in the neck, and under the skin when possible.
Take the horns off. Don't bruise the carcass.
Keep brands away from the rib.



Why, if I'm not being paid for it??

- consumers expect food safety, and so do we
- quality ensures repeat buyers
- changing what we do doesn't always cost $$.
- we're parents too!

Use products for their intended use and dosage. READ the label.

To book a speaker contact Saskatchewan Stock Growers Association or the Saskatchewan Cattle Feeders Association

The reputation for food-safety has to be earned. Take responsibility, get the manual and use it.

Canadian Cattle Identification Program

Started by producers to protect their livelihood. Reps from the cow/calf, feedlot, vet, dairy, packers and auction mart sectors are directing this effort.

Animal Identification is not new ... remember the old H of A tags. There are several tag options available.

We need National ID for:
- protection of domestic and international markets.

Over 25 countries have ID programs.

All you have to do is put a CCIA tag in before the animal leaves your herd.

Disease **can** close borders. In the Sask 1952 foot and mouth outbreak, we regained export status within months.

It's for border-closing disease or drug residues. It means 90% less testing and quarantine.

When?

Program begins Jan 1, 2[illegible]
Full Enforcement July [illegible]
Packing plants must [illegible] tags on July 1, 2001.

CCIA

Tags now available at most farm supply centres.

Thanks to the Be[illegible] Dev[illegible] for [illegible] the displ[illegible]

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Saskatchewan Working Group

1998 EXTENSION ACTIVITY UPDATE to Canadian Cattlemen's Association Nov 9, 1998

Date	*Location*	*Presenter (s)*	*Est. # Producers*
Jan 20	SWP District #15 Livestock Committee (Nat'l ID), Tisdale	Jim Armstrong	30
Jan 24	SLA convention, 4-H and kid program, Regina	P.Strankman	20 kids
Jan 20	Grenfell Cattlmen's Assoc, Grenfell	T.Grajczyk	40
Jan 22	Big Country Feeder Assoc, Assiniboia	T.Grajczyk	70
Feb 5	SSGA zone meeting, Kyle (Nat'l ID)	T.Grajczyk	70
Feb 7	SCFA Convention: Lvstk Markets & Order Buyers Assoc (Nat'l ID), Saskatoon	T.Grajczyk	40
Feb 7	QSH Display at SCFA convention, and Saskatoon Bull Congress - Saskatoon	S.Johannesen	est. 200-300
Apr 1	U of S, Dept of Animal Science ag students, Saskatoon	S.Johannesen	45 univ.students
Apr 16	Sask Pastures Program/PFRA, health course, (manuals to all pasture managers), Saskatoon	N.Kohle, E.Janzen	250 pasture managers & riders
June 15	SSGA convention -National ID, Moose Jaw	Carl Block/Julie Stitt	50
June 14	Sask Livestock Inspection Advisory Board - Nat'l ID (brand insp), Moose Jaw	T.Grajczyk	8 brand inspectors
June 18	S.W. Regional feeder/breeder assoc., Swift Current Quality Starts Here and Nat'l ID	S. Johannesen T.Grajczyk	100
June 23	N.W. regional feeder association, North Battleford	S. Johannessen	150
July 22	SSGA Board meeting, Regina	T. Grajczyk	25
Aug 31	QSH concepts - presentation to Chinese delegation (industry development perspective)	S.Johannesen	15 Chinese delegates
Sept	Sask Vet Med Assoc meeting - progress report on QSH	P.Rempel/R.Clarke	100 vets
Oct 5	western meeting of livestock brand inspection committee - update on Nat'l ID, Regina	K. Martin	8 members
Nov 12	SSGA zone meeting, Yorkton - how I implement QSH by a producer (Brian Ross) display	K. Martin	80
Nov 17&18	display at Univ of Sask Beef Symposium	S. Johannesen/ K. Martin	200
Nov 18-20	display at Mexabition, Saskatoon	S. Johannesen	1000

Nov 22-29	Agribition (2): display in Commercial Cattle Barn on nat'l ID, and display in Stock Grower lounge on QSH	P.Mitchell/ T.Grajczyk	300-400
Dec 5	Rudy Feeder Co-op - update on QSH Food Safety, Outlook	30-35	30-35
Dec 17	Heartland Livestock Customer Appreciation Day	K.Martin	200
Dec 16	Saskatoon Cattle Feeding Information Seminar	S.Johannesen	75
TOTAL	X QSH meetings, x nat'l ID meetings plus 4 display venues		2200 producers (est)

Canadian Cattlemen's

Quality Starts Here ✔

Saskatchewan Working Group

2000 Extension Activity Update

Date	Location	Presenter	Est. # Producers
January 4	Carrot River Co-op Membership Meeting (NID)	Dr Earl Davies	24 Producers
January 4	District 6 ADD Board – Corning (NID)	Darlene Fisk	9 Producers
January 5	Archerwill Co-op Membership Meeting (NID)	Dr. Earl Davies	22 Producers
January 5	SWP Annual Meeting – Swift Current (QSH/NID)	Marsha Cannon	35 Producers
January 5	SAF Extension Livestock Meeting – Kelvington (NID)	Nancy Gray	74 Producers
January 12	Yellowhead Feeder Co-op –Marshall (NID)	Gail Carruthers	60 Producers
January 12	WBDC Cow/calf School (QSH/NID)	Kathy Martin Ron Clark	35 Producers
January 13	SAF Extension cow Herd Health Seminar – Simpson (NID)	Les Johnston	15 Producers
January 13	Avonlea PFRA Pasture (NID) 35 binders	Janet Ledingham	35 Producers
January 15	SWP Preferred Membership Meeting – Seamens (NID/Display)	Les Johnston	165 Producers
January 15	Zone 3 & 12 SSGA – Val Marie (NID)	Ray Prefontaine	175 Producers
January 18	SAF Extension Herd Health Seminar – Lanigan (QSH/NID)	Janice Sapatyk Les Johnston	45 Producers
January 18	SE/SW Agrologist Up (QSH/NID)	Kathy Martin	20 SAF
January 19	Cattlemen's Corral – Lloydminste 40 GPP manuals (NID&Display)	Kathy Martin Carl Block	200 Producers
January 19	Laurier PFRA Pasture – Radville (NID/QSH)	Janet Ledingham Dr. Gary Hoium	25 Patrons
January 19	PFRA Pasture – Ituna (NID/QSH)	Terry Grajczyk	25 Patrons

January 19	Barrier Valley Feeder Assoc. (NID)	Jim Armstrong	7 Producers
January 20	SWP Annual Meeting – Makwa (NID)	Lawrence McNabb	35 Producers
January 20	SWP Customer Apreciation Days - Strasbourg (QSH/NID&Display)	Les Johnston	85 Producers
January 21	Brokenshell PFRA Pasture – Trossach (NID/QSH)	Janet Ledingham Les Johnston	28 Producers
January 21	SWP Annual Meeting Cactus Lake (NID/QSH)	Gail Carruthers	45 Producers
January 21	SWP Annual Meeting – Senlac (NID/QSH)	Gail Carruthers	45 Producers
January 31	Cross Roads Feeder Co-op – Blaine Lake (NID)	Lawrence McNabb	32 Producers
January 31	Wellington PFRA – Tyvan (NID)	Janet Ledingham	53 Patrons
February 3	Foraging in the Future – Swift Current (NID)	Carl Block	130 Producers
February 4	SWP Annual Meeting – Lloydminster (NID)	Gail Carruthers	11 Producers
February 7	District 30 ADD Board – Senlac (QSH/NID)	Sharron Johannesen	40 Producers
February 8	National ID Information – Tisdale (NID)	Jim Armstrong Byrnne Rothwell	80 Producers
February 9	Tribune PFRA (NID)	Janet Ledingham	17 Patrons
February 10	SWP Annual Meeting - Moose Jaw (NID)	Janet Ledingham	8 Producers
February 10	SSGA Annual Zone Meeting – Kyle (NID&Display))	Carl Block	125 Producers
February 11	SSGA Annual Zone Meeting – Maple Creek (NID&Display)	Carl Block	225 Producers
February 12	Regional Beef Seminar – Yorkton (NID&Display)	Julie Stitt Kathy Martin	120 Producers 15 Industry
February 14	SWP Annual Meeting – Yorkton (NID)	Carmen Millham	35 Producers
February 14	Pioneer Co-op –Cabri (QSH/NID)	Shawn Davidson Brian Weedon	35 Producers
February 14	SWP Annual Meeting – Edam (NID)	Laurence McNabb	36 Producers
February 14	Beefariam (ADD Board) – Kanosee (NID)	Darlene Fisk	80 Producers
February 14	SAF Extension – Meecham (QSH/NID)	Janice Sapatic	50 Producers
February 15	SWP – Swift Current (NID)	Marsha Cannon	18 Producers
February 16	Rockglen SWP Livestock Committee (NID)	Ray Prefontaine	50 Producers
February 17	Ogema Vet Clinic (QSH)	Dr. Andy Acton	

February 19&20	Sask. Meat Processors Assoc. – Saskatoon (Display)	Jim Laturnus	125 Meat Processors
February 22	Forget Community Pasture (NID)	Les Johnston	18 Patrons
February 22	SSGA Zone 4 – National ID Information Night (NID)	Janet Ledingham	200 Producers
February 24	SW Forage Assoc. – Kyle (QSH)	Marsha Cannon	20 Producers
February 24	Fillmore RM (NID/QSH)	Les Johnston	20 Producers
February 24	Animal Health Day – Swift Current (QSH/NID)	Shawn Davidson	
February 24	National ID Information – Swift Current (NID)	Carl Block	60 Producers
March 16	PFRA – Hossier (NID)	Gail Carruthers	
March 16&17	Prince Albert Trade Show (Display)	Jim Armstrong Sharron Johannesen	500 Producers
March 16	Diamond Rafter Feeder Co-op – Francis (NID)	Les Johnston	
March 20	Britania RM Ratepayers Meeting – Hillmond (NID)	Gail Carruthers	
March 30	East Central Regional ADD Council – Yorkton (QSH/NID)	Kathy Martin	12 Participants
April 4	RM Ratepayers Meeting – Bulyea (NID)	Les Johnston	30 Producers
April 5	Producer Information Night – Nipawin (QSH/NID)	Jim Armstrong Shannon Ruzisky	35 Producers
April 6	Wynthorst – NID Meeting (NID)	Darlene Fisk	40 Producers
April 6	SW Pasture Regional Managers Meeting (NID/QSH)	Kathy Martin	19 Pasture Managers
April 6	Local ADD Board	Tim Olesksyn Barry Swanson	
April 7	RM of Hillsdale Ratepayers Meeting – Neilburg (NID)	Gail Carruthers	98 Producers
April 7	RM 157 Ratepayers Meeting – McLean (NID)	Darlene Fisk	120 Producers
April 7,8 & 9	Tisdale Trade Show (Display)	Gerald Britton Jim Armstrong	500 People
April 11	Frenchman Butte Ratepayers Meeting – Paradise Hill (NID)	Gail Carruthers	135 Producers
April 12	Ratepayers Meeting – Marsden (NID)	Gail Carruthers	110 Producers
April 17	NID Stakeholders Meeting - Regina (NID)	Julie Stitt Carl Block	45 Industry Leaders
April 18	Ratepayers Meeting – Jedburg (NID)	Dale Cochrane	145 Producers
April 18	NE SK Pastures Managers - Tisdale (QSH/NID)	Terry Grajczyk	20 Pasture Managers

April 19	RM of Eldon – Maidstone (NID)	Gail Carruthers	75 Producers
April 25	RM 94 Ratepayers Meeting – Kipling (NID)	Darlene Fisk	120 Producers
April 26	NW SK Pastures Managers – N. Battleford (NID)	Kathy Martin	18 Pasture Managers
April 28	Producer Meeting (Phizer)- Churchbridge (NID)	Dale Cochrane	15 Producers
April ??	Group of 4-H Kids & Parents	Laurence McNabb	
June 2	SSGA Annual Convention & Meeting – Moose Jaw (NID&Display)	Julie Stitt Kathy Martin	125 Producers
June 8	SW PAC Regional Meeting (NID)	Marsha Cannon	100 Producers
June 13	SWP Livestock Meeting – Tisdale (NID)	Shannon Ruzeski	7 Producers
June 13	Punnichy Forage Group (NID)	Les Johnston	29 Producers
June 15	NID Producer Info Night (NID)	Charlie Gracey Byrrne Rothwell	100 Producers
June 20	SAF Field Day – Kamsack (QSH)	Carmen Millham	25 Producers
June 22	WBDC Annual Field Day (NID/Display)	Kathy Martin Wilf Campbell	350 Producers
June 26	National ID Information Meeting – Lake Alma (NID)	Les Johnston	28 Producers
June 27	NW Regional PAC Meeting - Fort Pit (NID)	Gail Carruthers	87 Producers
June 28 – July 1	Swift Current Frontier Days Exhibition (Display)	Nikki Smith Marsha Cannon	500 Producers
July 5	Preeceville 4-H Club (NID)	Carmen Millham	30 Producers
August 25	Heartland Livestock Annual Meeting – Regina (NID/QSH)	Terry Grajczyk	75 Participants
August 29	University of Sk. – 4th Year Vet Students (NID)	Kathy Martin	10 Students

Canadian Cattlemen

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Saskatchewan Working Group

1999 EXTENSION ACTIVITY UPDATE

Date	*Location*	*Presenter (s)*	*Est. # Producers*
Jan 14	Forage Day - Crop Production Show (display)	M. Feist	50
Jan	Heartland Producer Meeting (NID)	J. Graham	60
Jan 21,22,23	Sask Livestock Convention and SSGA semi-annual meeting (National ID/ Display)	P. Mitchell/ J Stitt	200
Jan 25-29	SAF Regional Beef Meeting - Maple Creek, Glaslyn, Prince Albert, Yorkton and Keno e (Display)	N.Gray	400
Feb 5 and 6	Cattle Congress and SCFA annual meeting (NID/QSH)	S Johannesen R McNabb	200
Feb 9	Heartland zone meeting - Prince Albert (NID)	K. Martin	80
Feb 10	Pound-Maker Agventures – Lanigan (NID)	K.Martin	24
Feb 21,22	High Profit cow/calf seminar (Display)	K.Martin	80
Feb 22	Whitmud Feeder Association - Eastend ((QSH/NID)	T.Grajczyk	20
Feb 25	Forage Seminar - Yorkton (Display)	N. Gray	50
Feb 23	Nashyn PFRA Pasture meeting - Consul (QSH/NID)	T. Grajczyk	20
Feb 24	Reno PRFA Pasture meeting - Consul (QSH/NID)	J. Graham	25
March 17 & 18	Prince Albert Farm Fair (Display)	K. Martin	25
March 20, 21	Sask Pastures Annual Meeting (Display)	s.Johannesen	70 Pasture Managers
March	Lonetree Community Pasture (QSH/NID)	J.Graham	20
March 31	Provincial ADD Board Council (QSH)	T Grajczyk	12
May 27	Sask Vet Medical Association (QSH/NID)	Tgrajczyk/ Kmartin	15 Board Members
May 27	Food Centre - U of S (QSH/NID)	Tgrajczyk/ KMartin	12indust/univ staff
June 7,8	SSGA Annual Convention, Maple Creek (QSH/ID/disp)	C Block/McNabb	150

June 24	NE Feeder/breeder regional meeting -Meadow Lake (Display)	JmacMillan	96
June 24	Western Beef Development Center annual field day -Lanigan (QSH/NID)	Sjohannesen W Cambell/ B Weedon	300
October 4	Train the Trainer workshop for producers and veterinarians - Saskatoon (QSH/NID)	Joyce Van Donkersgoed Julie Stitt	15 vets 12 producers 18 industry
October 20	4-H Appreciation Banquet – Melfort (NID)	Dr. Earl Davies	130 parents &4-Hers)
November 3	Heartland Livestock annual meeting - Regina (NID)	Kathy Martin	150
November 8	SSGA Meat Quality Seminar – Lloydminster (QSH/NID)	Robb McNabb Dan Bersch	25
November 9	SSGA Meat Quality Seminar – Saskatoon (QSH/NID)	Robb McNabb Gail Carruthers	32
November 10	SSGA Meat Quality Seminar – Yorkton (QSH/NID)	Robb McNabb Shannon Ruzeski	55
November 17	SSGA Meat Quality Seminar – Maple Creek (QSH/NID)	Reg Schellenberg Shawn Davidson	50
November 18	SSGA Meat Quality Seminar – Assinibioa (QSH/NID)	Kelly Lightfoot Ray Prefontaine	35
November 19	SSGA Meat Quality Seminar – Carnduff (QSH/NID)	Kathy Martin Marcel McFarlane	50
November 9	Presentation to SSPCA- Regina (QSH/NID)	Terry Grajczyk Kathy Martin	12
November 17	Presentation to Nokomis Cattle Feeders (NID)	Nancy Gray	23
November 16,17	Beef Symposium - Saskatoon (Display)	Sharron Johannesen	80
November 20	Saskatoon Mexabition (Display)	Sharron Johannesen	300
November 22	Presentation to Cresent Cattle Co-op (NID)	Dale Cochrane	35
November 29	Presentation to SWP membership meeting -Glenavon (Display/NID/QSH)	Kathy Martin	102
November 26 27	Display at CWA - Commercial Cattle Show and Sale (Display)	K.Martin, others	500
December 1, 2	"Managing Technology for Agricultural Information" conference, Saskatoon (NID/Display)	Kathy Martin	25 non-producers

December 3	SWP Annual meeting - Wynyard (NID)	Sharron Johannesen	54
December 3	Shand Creek Livestock Assoc – Porcupine Plain (NID)	Shannon Ruzeski	30
December 6 7	SE/SW ADD Boards (NID)	Darlene Fisk	20 producers 6 industry
December 7	SWP Annual meeting - Asquith (NID)	Kathy Martin	52
December 8	Golden West Cattle Co-op – Corning (NID/QSH)	Terry Grajczyk	45
December 15	Cattle Feeding Seminar, Saskatoon (NID)	Sharron Johannesen	75
December 16	Weyburn Livestock Update (QSH/(NID)	Gary Holum Kathy Martin	65
December 13	SWP Annual meeting - Southey (NID)	Les Johnston Kathy Martin	100
December 2	NE Regional Production Assoc. Annual Meeting - Melfort (NID)	Dr. Earl Davies	12
December 9	SAF branch, LVO staff - Regina (NID)	K Martin	11 staff
December 23	Hyde Grazing Co-op (NID)	Dale Cochrane	15
TOTAL	**21 QSH meetings, 38nat'l ID meetings plus 13 display venues**		**Approx # producers: QSH – 1206 NID – 2184 Display – 1883**

Canadian Cattlemen's

Quality Starts Here ✔

Saskatchewan Working Group

NEWSLINE '99

Report by Kathy Martin and Terry Grajczyk, Saskatchewan Agriculture & Food.

- *Train-the-Trainer day* - Oct 4th, Saskatoon
  A program update targeting veterinarians and leading producers, with Joyce Van Donkersgoed and Julie Stitt. Twenty-eight were trained, plus livestock agrologists as qualified speakers. Articles promoting this appeared in newsletters of SVMA and WCABP (bovine practitioners). Additional 6-8 speakers will be trained, filling in geographical gaps. Speaker expenses are covered by the AIMS speaker program, with a strong demand for presentations (27 seminars booked in 2000 already).

- *It's our food ... and our future* Poster
  Mailed 2,500 full-color posters with a tear-off coupon (phone #'s to order from) to vet clinics, auction marts, agri-supply stores, R.M. and extension offices as a quick way to access the *Good Production Practises* binders. About 150-200 calls ordering the binders were received in the first month. Some are laminated for chute-side use. (Sask Beef Dev Fund support)

- *Tag ID Trials and National ID Plant* project
  Assisted CCIA with cow/calf tag trials in 8 Sask herds, and assisted feedlot-tagged animal i.d. transfer in Sask packing plant. The plant trial, designed to quickly transfer animal i.d. to point of meat inspection, will also include data maintenance from grading through to shipping point.

- *Display at extension venues and ag exhibitions*
  Combined QSH and national ID slides into color prints for a static display at extension seminars, Saskatoon's Mexabition, and Agribition. (Sask Beef Development Fund support). Over 1800 producers saw display at 13 sites in 1999.

- *Presentations with CCA Slide Material* & Script
  Completed 58 presentations on QSH or national ID in 1999, with an estimated 1200 (QSH) and 2200 (ID) producers exposed to the messages respectively. New this year were presentations to 3 PFRA pasture patron meetings, and one feedlot crew. Cumulative totals since 1997 are: QSH 3,500 and ID 2,500 producers (note an estimated 10-20% will be repeats this year).

- *Media stories in Farm & Food Report*
  Completed 6 stories this year in SAF communication report, sent to all media. Excellent pick-up including small town newspapers, TV, Western Producer and industry magazines. Estimated 12 major stories this year.

- *CARDS project(s)*
  Major funding request approved from provincial CARDS fund, including pocket record books, update to train-the-trainer, feedlot QA accreditation model, packing plant i.d. to customers, meat quality seminars, communication tools, and a calendar for year 2001. Will have to secure 50% funding from provincial industry funds.

- *Miscellaneous*
  Copied 4 videos for the provincial 4-H council to lend out to beef club leaders, assisted with SSGA's meat quality seminars (carcass cutouts), met with Sask Vet Medicine Assc Board, provincial ADD Board council, working group met with CCA and CCIA managers, attended annual CCA workshops.

Background

The Saskatchewan working group is an industry/government committee geared to promote the adaptation of the Canadian beef *Quality Starts Here*✓ program. The group works with the Canadian Cattlemen's Association national material and develops tools to enhance acceptance within the province. We meet once or twice per year to plan upcoming projects and communication strategies.

The group also benefits from the support of regional livestock agrologists from Saskatchewan Agriculture and Food's Extension Services Branch.

Please see below for a list of working group members. Additional experts and individuals involved in the Saskatchewan beef industry are also included as part of this group from time to time. This report is for the year 1999.

Saskatchewan Working Group

- Roger Meyers, Elanco/Provel, Minton SK
- Hugh Cook, PFRA Pasture Planning Section, Regina SK
- Dave Darroch, Heartland Livestock Services, Regina SK
- Sharron Johannesen, Sask Cattle Feeders Assoc, Saskatoon SK
- Pam Mitchell, Sask Stock Growers Assoc, Regina SK
- Peter Rempel, SAF Sask Pastures Program, Regina SK
- Lee Sinclair, Merial Canada, Regina SK
- Terry Grajczyk & Kathy Martin, Sask Agriculture & Food (SAF), Regina SK